

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 27, 1986

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	25.4	21,820
2	FAMILY TIES	24.4	20,960
3	CHEERS	21.6	18,550
4	MISS UNIVERSE PAGEANT(S)	21.2	18,210
5	ALL STAR BASEBALL GAME(S)	20.3	17,440
6	NIGHT COURT	20.1	17,270
7	GOLDEN GIRLS	17.5	15,030
8	MURDER, SHE WROTE	16.7	14,350
9	GROWING PAINS#	16.4	14,090
9	WHO'S THE BOSS?#	16.4	14,090
11	ALL STAR BASEBALL PRE GM(S)	16.2	13,920
12	KATE & ALLIE#	15.9	13,660
12	NEWHART#	15.9	13,660
14	ME & MRS. C	15.7	13,490
15	60 MINUTES	15.5	13,310
16	20/20	15.3	13,140
17	CBS SUNDAY NIGHT MOVIE	15.0	12,890
18	NBC SUNDAY NIGHT MOVIE	14.7	12,630

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.8	44,340
2	FAMILY TIES	19.0	42,560
3	CHEERS	15.4	34,650
4	NIGHT COURT	14.5	32,610
5	MISS UNIVERSE PAGEANT(S)	14.5	32,530
6	ALL STAR BASEBALL GAME(S)	12.6	28,380
7	GROWING PAINS#	12.3	27,500
8	GOLDEN GIRLS	11.6	26,030
9	WHO'S THE BOSS?#	11.6	25,930
10	NBC SUNDAY NIGHT MOVIE	11.2	25,040
11	ABC SUNDAY NIGHT MOVIE	10.9	24,420
12	ME & MRS. C	10.6	23,870
13	REMINGTON STEELE#	10.5	23,490
14	KATE & ALLIE#	10.4	23,280
15	ALL STAR BASEBALL PRE GM(S)	10.3	23,130
16	MOONLIGHTING#	10.3	23,060
17	DISNEY SUNDAY MOVIE	10.0	22,390
18	GIMME A BREAK	10.0	22,370

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	21.5	19,220
2	FAMILY TIES	20.2	18,100
3	MISS UNIVERSE PAGEANT(S)	19.1	17,150
4	CHEERS	15.4	13,820
5	NIGHT COURT	14.9	13,310
6	KATE & ALLIE#	14.5	12,950
7	MURDER, SHE WROTE	14.0	12,510
8	GOLDEN GIRLS	13.6	12,220
9	GROWING PAINS#	13.5	12,080
10	NEWHART#	13.4	12,000
11	CBS SUNDAY NIGHT MOVIE	13.2	11,850
12	WHO'S THE BOSS?#	13.0	11,650
13	ME & MRS. C	12.2	10,900
14	NBC SUNDAY NIGHT MOVIE	12.0	10,770
15	ABC MONDAY NIGHT MOVIE SP(S)	12.0	10,750
16	SPENSER: FOR HIRE#	11.8	10,560
17	ABC SUNDAY NIGHT MOVIE	11.7	10,450

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL STAR BASEBALL GAME(S)	17.3	13,940
2	BILL COSBY SHOW	16.8	13,590
3	FAMILY TIES	16.0	12,940
4	CHEERS	14.3	11,550
5	NIGHT COURT	13.8	11,180
6	ALL STAR BASEBALL PRE GM(S)	12.7	10,300
7	NBC SUNDAY NIGHT MOVIE	11.6	9,390
8	ABC SUNDAY NIGHT MOVIE	10.8	8,760
9	MIAMI VICE	10.5	8,510
10	MISS UNIVERSE PAGEANT(S)	10.3	8,330
11	60 MINUTES	10.3	8,290
12	20/20	10.2	8,260
13	STINGRAY	10.0	8,050
14	REMINGTON STEELE#	9.7	7,800
15	MURDER, SHE WROTE	9.2	7,470
16	GOLDEN GIRLS	9.2	7,440
17	HILL STREET BLUES	8.5	6,840
18	DISNEY SUNDAY MOVIE	8.4	6,780

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 27, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	21.2	12,000
2	FAMILY TIES	20.4	11,500
3	CHEERS	15.6	8,830
4	MISS UNIVERSE PAGEANT(S)	15.6	8,800
5	NIGHT COURT	15.2	8,600
6	GROWING PAINS#	15.0	8,470
7	KATE & ALLIE#	14.9	8,430
8	NEWHART#	13.8	7,770
9	ABC SUNDAY NIGHT MOVIE	12.8	7,230
10	MOONLIGHTING#	12.8	7,220
11	WHO'S THE BOSS?#	12.8	7,130
12	NBC SUNDAY NIGHT MOVIE	12.1	6,850
13	SPENSER: FOR HIRE#	12.1	6,820
14	GUMME A BREAK	11.0	6,220
15	CBS SUNDAY NIGHT MOVIE	10.9	6,160
16	ABC MONDAY NIGHT MOVIE SP(S)	10.6	6,000
17	CAGNEY & LACEY#	10.4	5,850

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	24.6	6,760
2	BILL COSBY SHOW	22.0	6,050
3	GOLDEN GIRLS	21.7	5,970
4	MURDER, SHE WROTE	20.9	5,750
5	FAMILY TIES	19.3	5,300
6	ME & MRS. C	18.5	5,090
6	60 MINUTES	18.5	5,090
8	CBS SUNDAY NIGHT MOVIE	17.3	4,750
9	ALL STAR BASEBALL GAME(S)	16.5	4,540
10	ABC MONDAY NIGHT MOVIE SP(S)	16.0	4,380
11	20/20	15.4	4,230
12	ALL STAR BASEBALL PRE GM(S)	14.7	4,040
12	CRAZY DANKS)	14.7	4,040
14	CHEERS	14.6	4,000
15	KATE & ALLIE#	14.3	3,920
16	227#	13.6	3,730
17	SCARECROW & MRS. KING	13.5	3,710
18	HIGHWAY TO HEAVEN	13.4	3,690
19	NIGHT COURT	13.3	3,660
20	NEWHART#	12.9	3,550

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	16.9	9,280
2	BILL COSBY SHOW	16.5	9,050
3	CHEERS	14.7	8,070
4	NIGHT COURT	14.6	8,010
5	ALL STAR BASEBALL GAME(S)	12.7	6,990
6	NBC SUNDAY NIGHT MOVIE	12.0	6,580
7	ABC SUNDAY NIGHT MOVIE	11.2	6,130
8	MIAMI VICE	10.8	5,950
9	STINGRAY	10.2	5,600
10	20/20	9.8	5,380
11	REMINGTON STEELE#	9.8	5,360
12	ALL STAR BASEBALL PRE GM(S)	9.6	5,290
13	MOONLIGHTING#	9.5	5,220
14	DISNEY SUNDAY MOVIE	9.3	5,090
15	DALTON'S CODE OF VENGEANCE(S)	9.0	4,960
16	HILL STREET BLUES	8.6	4,700
17	MISS UNIVERSE PAGEANT(S)	8.5	4,670
18	CBS FRIDAY NIGHT MOVIES	8.0	4,400
19	MACGYVER	7.8	4,300

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ALL STAR BASEBALL GAME(S)	27.6	5,720
2	BILL COSBY SHOW	19.7	4,100
3	ALL STAR BASEBALL PRE GM(S)	19.4	4,020
4	60 MINUTES	18.2	3,780
5	MURDER, SHE WROTE	16.4	3,400
6	CRAZY DANKS)	14.9	3,100
7	MISS UNIVERSE PAGEANT(S)	14.7	3,060
8	FAMILY TIES	14.3	2,970
9	CHEERS	13.4	2,790
10	CBS SUNDAY NIGHT MOVIE	12.7	2,630
11	GOLDEN GIRLS	12.4	2,570
12	CBS EVENING NEWS-RATHER	12.3	2,550
13	NIGHT COURT	12.0	2,490
14	20/20	11.5	2,390
15	NBC SUNDAY NIGHT MOVIE	11.4	2,370
16	ABC MONDAY NIGHT BASEBALL#	11.4	2,370
17	NBC NIGHTLY NEWS	11.2	2,330
18	ME & MRS. C	11.1	2,300
19	KATE & ALLIE#	10.5	2,190





PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					TEENS (12-17)					CHILDREN (2-11)			
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																										
ALL STAR BASEBALL -CONT'D																										
10.00 - 10.30																										
10.30 - 11.00																										
AMAZING STORIES																										
MON. 8.30P 30 NBC GD																										
AMERICAN PORTRAIT																										
1 MTU 8.58P 1 CBS DO																										
2 TUE. 8.58P 1																										
2 THU. 9.17P 1																										
BENSON																										
SAT. 8.30P 30 ABC CS																										
BILL COSBY SHOW																										
THU. 8.00P 30 NBC CS																										
CAGNEY & LACEY																										
1 MON. 10.00P 60 CBS OP																										
10.00 - 10.30																										
10.30 - 11.00																										
CBS EVENING NEWS-RATHER																										
M-F 8.30P 30 CBS N																										
CBS EVENING NEWS-SUNDAY																										
SUN. 6.00P 30 CBS N																										
CBS FRIDAY NIGHT MOVIES																										
FRI. 9.00P 120 CBS FF																										
9.00 - 9.30																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
CBS SAT. NEWS-SCHIEFFER																										
SAT. 8.30P 30 CBS N																										
CBS SATURDAY NIGHT MOVIE																										
SAT. 9.00P 120 CBS FF																										
9.00 - 9.30																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
CBS SPECIAL MOVIE PRSNT(S)																										
1 THU. 9.00P 120 CBS FF																										
9.00 - 9.30																										
9.30 - 10.00																										
10.00 - 10.30																										
10.30 - 11.00																										
CBS SPECIAL MOVIE PRSNT(S)																										
2 THU. 8.00P 180 CBS FF																										
8.00 - 8.30																										
CONT'D																										





19





23



PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	K E Y	Avg. Aud. Share %	Avg. Aud. (0,000)	Total Persons (2+)	Lady Work-ing House Wom.	WOMEN					MEN					TEENS (12-17)	(2-11)				
												TOTAL	18-34	18-34	25-34	35-44	45+	TOTAL	18-34	18-34	25-34	35-44	45+	TOTAL FEM.	TOTAL M.			
EVENING CONT'D																												
60 MINUTES-CONT'D																												
SUN.	7.00P	60	CBS DN	99	99	B	21.6	37	1855	1450	703	198	756	158	293	325	330	390	615	158	303	312	281	286	58^	16v	21v	7v
7.00 - 7.30						A	14.5	31	1246	1449	682	197	752	142	289	328	337	377	623	155	311	325	294	281	56^	14v	18v	7v
7.30 - 8.00						A	16.5	33	1417	1859	785	366	1024	457	682	442	348	284	519	160^	296	242^	253^	201^	179^	84^	137^	109^
SPENSER: FOR HIRE																												
2 TUE.	10.00P	60	ABC PD	98	98	B	12.0	22	1031	1982	806	351	1046	487	693	482	361	275	581	187^	357	300	287	196^	195^	92^	160^	128^
10.00 - 10.30						A	11.6	21	996	1749	768	378	1008	448	634	409	341	294	462	137^	236^	190^	218^	205^	166^	77^	113^	94^
10.30 - 11.00						A	12.3	23	1057	1711	652	195^	756	174^	308	349	366	349	542	131^	328	322	293	188^	232^	119^	181^	109^
SPORTSBREAK-SAT																												
SAT.	8.58P	1	CBS SN	94	94	A	5.8	12	481	1545	797	294	898	221	430	426	395	396	493	129	231	216	218	237	53^	19v	101^	57^
8.58P						B	10.2	18	876	1756	662	264	730	253	433	434	340	233	699	281	487	455	336	172	129	57^	198	129
SPORTSBREAK-SUN																												
SUN.	8.58P	1	CBS SN	92	93	A	13.1	24	1125	1774	871	273	740	250	442	440	353	236	690	276	475	440	330	176	132	61^	212	141
8.58P						B	18.7	28	1606	1714	651	252	715	252	422	424	328	229	701	281	493	465	339	166	117	48^	181	116^
STINGRAY																												
FRI.	10.00P	60	NBC A	99	99	A	13.4	26	1151	1568	713	229	785	202	385	414	364	321	629	228	410	396	276	182	101^	29^	53^	29^
10.00 - 10.30						B	15.3	26	1314	1548	721	251	788	203	389	418	366	320	602	204	384	378	276	181	106	31^	52^	34^
10.30 - 11.00						A	15.2	28	1306	1586	711	207	783	197	379	409	363	325	655	252	435	414	276	184	93^	28^	55^	25v
TWILIGHT ZONE																												
FRI.	8.00P																											





## 2ND JULY 1986 REPORT

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WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
										Avg. Aud. Share %	Avg. Aud. Share %	Total Persons (2+)	Lady Work of House Wom.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)												AUDIENCE COMPOSITION															
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
											TOTAL PERSONS (2+)					WOMEN					MEN					TEENS (12-17)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL	LADY WORK OF ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																											
TONIGHT SHOW 196 200 203 A 7.0 22 601 1461 643 192 743 220 380 364 342 290 500 226 356 334 220 100^ 178 85^ 40^ 23^																											
M-F 11.30P 60 NBC GV 99 99 B 7.2 23 618 1470 643 183 750 230 394 371 329 290 509 208 353 345 235 109 189 56^ 42^ 26^																											
11.30 - 12.00 A 7.7 22 661 1470 643 183 730 209 359 350 351 291 480 243 353 318 192 89^ 184 72^ 35^ 18^																											
12.00 - 12.30 A 6.3 22 541 1429 635 201 883 421 613 554 338 202 186 82^ 101^ 68^ 45^ 85^ 217 184 117 51^																											
WEEKDAY DAYTIME																											
ABC DAYTIME NEWS-BRIEF-M-F 199 204 204 A 7.0 24 601 1403 802 199 883 421 613 554 338 202 186 82^ 101^ 68^ 45^ 85^ 217 184 117 51^																											
1 M-F 2.58P 1 ABC N 98 99 B 7.9 27 679 1073 562 336^ 577 189^ 343^387^ 322^190^ 496 88^ 321^307^ 298^168^ LT LT LT LT																											
2 MTHF 2.58P 1 2 TU & W 2.57P 2 A 1.6 21 137 1073 562 336^ 577 189^ 343^387^ 322^190^ 496 88^ 321^307^ 298^168^ LT LT LT LT																											
ABC WORLD NEWS-MORN-615A 199 126 126 A 1.6 21 137 1073 562 336^ 577 189^ 343^387^ 322^190^ 496 88^ 321^307^ 298^168^ LT LT LT LT																											
1 M-F 6.15A 15 ABC N 81 81 B 1.7 18 146 995 485 207^ 558 65^ 192^247^ 253^304^ 439 50^ 212^207^ 247^217^ LT LT LT LT																											
2 MTUHF 6.15A 15 A 2.3 21 198 995 485 207^ 558 65^ 192^247^ 253^304^ 439 50^ 212^207^ 247^217^ LT LT LT LT																											
ABC WORLD NEWS-MORN-645A 199 179 179 A 2.3 21 198 995 485 207^ 558 65^ 192^247^ 253^304^ 439 50^ 212^207^ 247^217^ LT LT LT LT																											
1 M-F 6.45A 15 ABC N 95 95 B 2.5 18 215 1463 782 221 884 431 655 585 337 176 196 119 146 95^ 49^ 47^ 223 204 160 83^																											
2 MTUHF 6.45A 15 A 7.3 23 627 1463 782 221 884 431 655 585 337 176 196 119 146 95^ 49^ 47^ 223 204 160 83^																											
ALL MY CHILDREN 198 210 210 A 7.3 23 627 1463 782 221 884 431 655 585 337 176 196 119 146 95^ 49^ 47^ 223 204 160 83^																											
M-F 1.00P 60 ABC DD 99 99 B 7.9 26 679 1476 779 223 887 435 664 592 336 176 190 118 143 93^ 44^ 47^ 240 215 159 78^																											
1.00 - 1.30 A 7.0 22 601 1476 779 223 887 435 664 592 336 176 190 118 143 93^ 44^ 47^ 240 215 159 78^																											
1.30 - 2.00 A 7.7 24 661 1415 769 210 863 418 634 568 329 172 197 121 146 95^ 49^ 45^ 197 187 158 64^																											
AMERICAN TREASURY 117 200 199 A 5.9 19 507 1458 742 112^ 869 240 408 378 387 366 290 115^ 182 139 130 74^ 168 113^ 131 80^																											
M-F 3.58P 1 CBS DD 93 93 B 5.7 18 490 1780 708 206 919 340 513 422 372 351 270 130^ 165 98^ 97^ 89^ 303 189 288 179																											
ANOTHER WORLD 192 205 206 A 5.7 19 490 1780 708 206 919 340 513 422 372 351 270 130^ 165 98^ 97^ 89^ 303 189 288 179																											
M-F 2.00P 60 NBC DD 99 99 B 5.2 18 447 1831 714 208 934 363 527 426 366 350 302 163 199 106^ 97^ 84^ 308 200 287 183																											
2.00 - 2.30 A 5.7 19 490 1708 690 199 890 313 491 412 374 346 234 94^ 130^ 89^ 98^ 90^ 292 176 292 181																											
2.30 - 3.00 A 5.7 20 490 1425 849 201 967 290 483 442 408 399 195 47^ 102^ 85^ 91^ 89^ 181 102^ 82^ 78^																											
AS THE WORLD TURNS 201 205 205 A 7.4 24 636 1425 849 201 967 290 483 442 408 399 195 47^ 102^ 85^ 91^ 89^ 181 102^ 82^ 78^																											
M-F 1.30P 60 CBS DD 99 99 B 6.7 22 576 1414 821 195 936 280 468 431 392 389 212 55^ 106 85^ 98^ 98^ 186 101^ 80^ 76^																											
1.30 - 2.00 A 7.4 23 636 1418 874 200 990 298 492 449 419 407 176 39^ 97^ 90^ 83^ 76^ 170 100^ 82^ 77^																											
2.00 - 2.30 A 7.4 25 636 1418 874 200 990 298 492 449 419 407 176 39^ 97^ 90^ 83^ 76^ 170 100^ 82^ 77^																											
CAPITOL 200 196 196 A 5.6 19 481 1424 796 192 921 305 477 424 393 357 245 100^ 168 107^ 105^ 64^ 170 103^ 88^ 79^																											
M-F 2.30P 30 CBS DD 94 94 B 5.1 18 438 1029 419^253^ 428^146^ 242^262^ 203^166^ 524^175^ 311^369^ 232^136^ LT LT 68^ 68^																											
CBS EARLY MORNING NEWS 203 141 141 A 1.2 15 103 1029 419^253^ 428^146^ 242^262^ 203^166^ 524^175^ 311^369^ 232^136^ LT LT 68^ 68^																											
1 M-F 6.30A 30 CBS N 91 91 B 1.5 15 129 1111^ 697^157^ 697^156^ 156^156^ 222^541^ 248^ LT 171^171^ 171^ 77^ LT LT 166^ LT																											
2 MTUHF 6.30A 30 A 2.3 8 198 1111^ 697^157^ 697^156^ 156^156^ 222^541^ 248^ LT 171^171^ 171^ 77^ LT LT 166^ LT																											
CBS MORNING NEWS 2-WED(B) 97 A 2.3 8 198 1111^ 697^157^ 697^156^ 156^156^ 222^541^ 248^ LT 171^171^ 171^ 77^ LT LT 166^ LT																											
2 WED. 9.30A 30 CBS N 46 1257 702 189^ 711 97^ 201^317 296 394 353 24^ 100^177^ 197^176^ 108^ 52^ 85^ 40^																											
1 M-F 7.30A 30 CBS N 99 99 B 3.0 14 258 1257 702 189^ 711 97^ 201^317 296 394 353 24^ 100^177^ 197^176^ 108^ 52^ 85^ 40^																											
2 MTUHF 7.30A 30 A 3.3 14 283 1283 777 113^ 798 109^ 280 350 325 431 270 LT 64^ 79^ 125^181^ 71^ 57^ 144^ 114^																											
1 M-F 8.30A 30 CBS N 99 99 B 3.3 14 283 1283 777 113^ 798 109^ 280 350 325 431 270 LT 64^ 79^ 125^181^ 71^ 57^ 144^ 114^																											
2 MTUHF 8.30A 30																											







PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																					
PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																															
SPECIAL EDITION-GMA-9:30A(S)						183		A	5.2	18	447	1081	592	128	656	193	349	316	244	275	212	LT	57	57	57	155	112	78	101	101	
2 WED. 9.30A 30 ABC N						92		A	3.8	13	328	1399	650	119	794	159	303	288	291	454	170	72	77	39	61	80	205	135	230	190	
SUPER PASSWORD						196	150	151	A	3.8	13	328																			
M-F 12.00N 30 NBC QG						73	74	B	3.8	14	328																				
TODAY SHOW-7.30AM						200	203	204	A	4.8	25	395	1304	740	169	769	167	337	359	301	362	385	87	163	141	142	210	106	33	44	23
M-F 7.30A 30 NBC N						99	99	B	5.2	25	447																				
TODAY SHOW-8.30AM						200	203	203	A	5.5	23	472	1367	768	161	792	177	334	358	308	378	373	123	161	128	93	200	115	14	87	64
M-F 8.30A 30 NBC N						99	99	B	5.5	23	472																				
TODAY SHOW SPCL 6AM(S)						195			A	3.6	28	309	1385	819	320	890	158	543	555	554	286	414	116	307	265	291	94	LT	LT	81	81
2 WED. 6.00A 60 NBC N						98			A	3.1	27	266	1000	673	192	725	105	379	436	462	289	184	79	79	26	90	105	LT	LT	91	91
6.00 - 6.30									A	4.1	28	352	1659	918	412	1003	196	661	639	614	279	585	142	477	448	443	86	LT	LT	71	71
6.30 - 7.00																															
TODAY SHOW SPCL 8AM(S)						204			A	9.0	32	773	1120	741	71	741	172	299	403	312	338	259	34	68	84	142	141	14	14	106	91
2 WED. 8.00A 30 NBC N						99																									
TODAY SHOW SPCL 9AM(S)						198			A	8.2	31	704	1328	719	225	830	299	393	400	302	304	264	107	125	85	85	116	103	103	131	114
2 WED. 9.00A 60 NBC N						99			A	8.5	32	730	1284	720	225	824	294	409	426	314	292	293	121	139	100	95	134	87	87	80	64
9.00 - 9.30									A	7.9	30	679	1358	718	222	831	303	372	372	288	315	230	92	109	68	70	94	116	116	181	165
9.30 - 10.00																															
\$25,000 PYRAMID						202	184	183	A	4.4	18	378	1452	717	174	824	242	393	402	296	377	294	64	154	146	158	116	85	58	249	151
M-F 10.00A 30 CBS QP 92 92 B 4.8 20 412																															
U.S. WOMEN OPEN GOLF-MON(S) 160 A 2.5 8 215 2005 852^224^ 852^368^ 465^521^ 303^331^ 708^447^ 507^237^ 116^201^ 59^ 27^ 388^ 256^																															
1 MON. 4.00P 60 ABC SE 82 A 2.6 9 223 1964 776^229^ 776^377^ 493^493^ 245^283^ 709^458^ 528^241^ 115^181^ 71^ 36^ 408^ 251^																															
4.00 - 4.30 A 2.4 8 208 2024 927^218^ 927^358^ 431^548^ 354^379^ 698^437^ 486^235^ 111^212^ 39^ LT 360^ 263^																															
4.30 - 5.00 A 7.1 28 610 1539 697 81^ 779 223 340 309 234 390 265 83^ 110 91^ 76^148 160 82^ 335 249																															
WHEEL OF FORTUNE 196 208 210 A 7.1 28 610 1539 697 81^ 779 223 340 309 234 390 265 83^ 110 91^ 76^148 160 82^ 335 249																															
M-F 11.00A 30 NBC QG 97 98 B 7.0 28 601																															
YOUNG AND THE RESTLESS 200 207 208 A 9.1 31 782 1437 749 187 876 302 503 448 394 317 194 61^ 102 83 72^ 89 189 138 178 126																															
M-F 12.30P 60 CBS DD 99 99 B 8.4 30 722																															
12.30 - 1.00 A 9.0 32 773 1442 748 176 880 307 511 447 394 313 179 49^ 85 75^ 68^ 91 182 130 201 145																															
1.00 - 1.30 A 9.2 31 790 1420 745 190 871 300 497 445 388 318 206 72^ 118 91 75^ 86 192 142 151 105																															
WEEKEND DAYTIME																															
ABC FUN FIT-8:25AM 20 202 201 A 2.2 16 189 1524 408^ 96^ 408^286^ 344^143^ 122^ 64^ 444^174^ 302^313^ 233^116^ 42^ LT 630^ 307^																															
SAT. 8.25A 4 ABC CN 97 97 B 2.5 15 215																															
ABC FUN FIT-11:55AM 19 196 193 A 3.0 12 258 1744 383^ 62^ 441^289^ 406^166^ 117^ 35^ 396^326^ 352^271^ 46^ 24^ 175^ 74^ 732 299^																															
1 SAT. 10.55A 4 ABC CN 98 97 B 3.5 13 301																															
2 SAT. 11.55A 4																															
ABC WEEKEND SPECIALS 40 189 A 3.8 14 326 1706 285^ 16^ 444^270^ 331^ 61^ 61^113^ 389^272^ 314^314^ 42^ 55^ 334^181^ 559^ 163^																															
2 SAT. 12.00N 30 ABC FV 95 B 4.0 14 344																															
ABC WIDE WORLD-SPORTS SAT 23 206 202 A 5.6 18 481 1913 693 366 826 363 551 465 321 224^ 700 232^ 402 365 338 239^ 196^108^ 191^ 110^																															
SAT. 4.30P 90 ABC SA 99 98 B 6.2 16 533																															
4.30 - 5.00 A 5.2 16 447 2098 692 304 806 332 512 424 319 250^ 751 264^ 438 372 384 254^ 225^ 80^ 316 140^																															
5.00 - 5.30 A 5.3 18 455 1862 684 384 818 376 563 484 308 203^ 692 219^ 404 373 334 232^ 164^ 99^ 188^ 106^																															
5.30 - 6.00 A 6.3 18 541 1795 699 400 849 384 574 483 329 219^ 655 212^ 364 345 303 233^ 198^137^ 93^ 93^																															

2ND JULY 1986 REPORT

[illegible]



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 2ND JULY 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION									
T/C THIS SEASON										VIEWERS 18-34 / FEMING HOUSEHOLDS BY SPECIFIED AGE GROUP									
NO. OF STATIONS & PROGRAM COVERAGE										MEN									
HOUSEHOLD AUDIENCES										TEENS									
T/C THIS SEASON										CHILDREN									
WEEKEND DAYTIME CONTD																			
SAT. 12.00N 30 NBC CA 82 86																			
PET BABIES & MONSTERS 12 205 106																			
SAT. 9.00A 60 CBS CA 99 99																			
9.00 - 9.30																			
3.30 10.00																			
NBC MAJOR LEAGUE FRL GAME 14 202 201																			
1 SAT. 1.00P 18 NBC SC 99 99																			
2 SAT. 3.03P 10																			
NBC MAJOR LEAGUE BASEBALL 14 203 201																			
1 SAT. 1.18P 169 NBC SE 99 99																			
2 SAT. 3.13P 167																			
1.00 - 1.30																			
1.30 - 2.00																			
2.00 - 2.30																			
2.30 - 3.00																			
3.00 - 3.30																			
3.30 - 4.00																			
4.00 - 4.30																			
4.30 - 5.00																			
5.00 - 5.30																			
5.30 - 6.00																			
NBC MAJOR LEAGUE GAME-2 3 193																			
1 SAT. 4.07P 180 NBC SE 97																			
4.00 - 4.30																			
4.30 - 5.00																			
5.00 - 5.30																			
5.30 - 6.00																			
6.00 - 6.30																			
6.30 - 7.00																			
7.00 - 7.30																			
ONE TO GROW ON-8:28AM 42 195 198																			
SAT. 8.28A 2 NBC CN 97 97																			
ONE TO GROW ON-8:58AM 42 195 195																			
SAT. 8.58A 2 NBC CN 97 97																			
ONE TO GROW ON-10:28AM 41 202 202																			
SAT. 10.28A 2 NBC CN 99 99																			
ONE TO GROW ON-11:28AM 41 183 199																			
SAT. 11.28A 2 NBC CN 90 98																			
ONE TO GROW ON-11:58AM 41 187 181																			
SAT. 11.58A 2 NBC CN 87 94																			
PINK PANTHER AND SONS 20 202 201																			
SAT. 8.00A 30 ABC CA 97 97																			
POLE POSITION 24 178 176																			
SAT. 12.00N 30 CBS CA 87 87																			



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																					
TOTAL										18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30		
WEEKEND DAYTIME CONT'D																																					
RICHIE RICH SAT. 11.00A 30 CBS CA 28 197 197 A 5.3 20 455 2057 289^211^ 399 255^ 319 272^ 117^ 70^ 407 276^ 339 339 131^ 68^ 591 299 660 401																																					
ROCK N WRESTLING SAT. 10.00A 60 CBS CA 39 206 205 A 4.8 19 412 1988 304^117^ 314^215^ 259^149^ 76^ 55^ 211^161^ 211^211^ 50^ LT 295^205^ 1168 723																																					
SMURFS I SAT. 9.00A 30 NBC CA 41 203 203 A 4.0 21 344 2015 522 310^ 578 415 456 226^ 135^ 76^ 264^139^ 186^119^ 71^ 66^ 206^ 87^ 987 544																																					
SMURFS II SAT. 9.30A 30 NBC CA 41 203 203 A 4.5 20 387 1990 467 302^ 529 342^ 378 215^ 145^113^ 254^139^ 171^116^ 58^ 73^ 212^122^ 995 569																																					
SMURFS III SAT. 10.00A 30 NBC CA 41 203 203 A 5.8 23 498 1892 419 288 492 312 347 206^ 150^134^ 280 147^ 202^157^ 88^ 51^ 307 214^ 813 431																																					
SNORKS SAT. 8.00A 30 NBC CA 42 196 199 A 2.4 18 206 1835 330^262^ 378^145^ 247^189^ 126^131^ 457^189^ 286^168^ 130^138^ 83^ LT 917 642^																																					
SPIDERMAN AND FRIENDS SAT. 12.30P 30 NBC CA 36 113 139 A 3.0 11 258 2097 257^342^ 373^252^ 342^225^ 121^ 31^ 359^135^ 279^202^ 209^ 29^ 189^ 34^ 1176 639																																					
SPORTSWORLD 1 SUN. 4.30P 90 NBC SA 17 184 188 A 4.3 12 369 1322 331^119^ 366^121^ 173^168^ 191^149^ 737 298^ 399 313^ 259^234^ 62^ 35^ 157^ 120^																																					
2 SUN. 4.30P 60 A 3.8 11 326 1436 295^ 77^ 362^ 89^ 156^150^ 202^160^ 856 359^ 489 338^ 316^232^ 76^ 25^ 142^ 77^																																					
SUNDAY MORNING SUN. 9.00A 90 CBS N 39 174 174 A 4.8 14 412 1209 405^199^ 424^207^ 288^253^ 217^ 99^ 510^272^ 272^304^ 121^153^ 59^ 59^ 216^ 168^																																					
SUPERPOWERS TEAM 1 SAT. 10.30A 30 ABC CA 19 196 193 A 3.6 14 309 1835 368^ 42^ 424^303^ 411^159^ 108^ LT 378^310^ 336^255^ 39^ 29^ 226^123^ 807 330^																																					
TALLADEGA 500(S) 2 SUN. 1.00P 222 CBS SE 200 97 A 5.3 16 455 1631 376^153^ 375^ 83^ 179^234^ 197^141^ 1054 498^ 786 692 474^186^ 108^ 14^ 94^ 58^																																					
THIS WEEK-DAVID BRINKLEY 1 SUN. 1.48P 60 ABC N 37 143 195 A 3.1 10 266 1381 786 203^ 797 158^ 274^316^ 334^433^ 428^132^ 196^249^ 190^172^ LT LT 132^ 42^																																					
2 SUN. 11.30A 60 A 3.6 12 309 1368 796^223^ 796^211^ 379^388^ 355^346^ 308^110^ 178^178^ 68^130^ LT LT 262^ 56^																																					

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1986 REPORT

## AUDIENCE COMPOSITION

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64		55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 14, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

22,940  
26.7

ABC MONDAY NIGHT MOVIE SP  
THE DOLLMAKER (R)  
(SD)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

12,030																
14.0	10.8*			12.7*				13.5*		15.2*		16.1*			16.0*	
24	21 *			23 *				23 *		25 *		27 *			28 *	
10.3	11.3	12.4	12.9	13.1	14.0	14.9	15.4	16.2	15.9	16.1	15.9					

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

15,120  
17.6

SCARECROW & MRS. KING (R)(SD)

KATE & ALLIE (R)

NEWHART (R)(SD)

CAGNEY & LACEY (R)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,570																
12.3	11.2*			13.3*				15.9		15.9		13.3	13.0*		13.5*	
23	21 *			24 *				27		26		23	22 *		23 *	
11.2	11.2	12.9	13.8	15.3	16.4	15.6	16.2	13.0	13.1	13.4	13.6					

TOTAL AUDIENCE  
(Households (000) & %)

13,230  
15.4

VALERIE (R)(SD)

AMAZING STORIES (R)

NBC MONDAY NIGHT MOVIES  
CELEBRITY, PT. 2 (R)  
(SD)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,740																
12.5				9.7				10.3	9.8*		10.8*		10.5*		10.6*	
24				18				17	16 *		18 *		18 *		18 *	
11.9	13.2	10.3	9.1	9.1	10.1	10.5	10.7	10.7	10.3	10.6	10.5					

TOTAL AUDIENCE  
(Households (000) & %)

18,550  
21.6

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,990

ABC MONDAY NIGHT BASEBALL  
NEW YORK METS VS CINCINNATI  
SAN FRANCISCO VS ST. LOUIS  
MULTI-SEGMENT TELECAST (SD)(+OP)

9.3	8.4*			9.4*				9.8*		10.0*		9.8*			8.6*	
17	17 *			18 *				17 *		17 *		16 *			14 *	
6.0	8.8	9.4	9.3	9.8	9.9	10.1	10.0	9.9	10.0	9.6	9.0	8.1				

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

15,890  
18.5

SCARECROW & MRS. KING (R)(SD)

MISS UNIVERSE PAGEANT  
(9:00-11:03PM)  
(SD)(+OP)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,080																
12.9	11.6*			14.2*				18.210		20.3*		22.2*			24.1*	
24	23 *			28 *				37	31 *	34 *		38 *			43 *	
11.1	12.1	13.6	14.7	16.6	19.4	20.0	20.6	21.9	22.6	23.1	25.2					

TOTAL AUDIENCE  
(Households (000) & %)

13,140  
15.3

VALERIE (R)(SD)

AMAZING STORIES (R)

NBC MONDAY NIGHT MOVIES  
THE SENDER

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

11,000																
12.8				11.0				11.7	11.7*		11.8*		12.1*		11.1*	
25				20				20	20 *		20 *		21 *		20 *	
12.0	19.7	11.0	10.9	11.8	11.7	11.8	11.8	12.1	12.1	11.8	10.4					

TV HOUSEHOLDS USING TV	WK. 1	49.2	49.2	48.9	50.4	51.3	53.5	54.5	55.6	57.7	59.7	60.3	60.7	59.3	58.6	58.4	56.8
(See Def. 1)	WK. 2	48.2	49.4	49.2	49.8	49.8	52.2	53.8	55.7	57.5	58.9	59.2	59.5	58.7	58.3	56.8	56.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. JULY 21, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. JULY 15, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

16,410 27,490

19.1 32.0

(1)

(SD)(-OP)

ALL STAR BASEBALL GAME

(8:27-11:02PM)

(OP)(-OP)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

13,920 17,440

16.2 20.3

19.1\*

20.0\*

20.0\*

20.9\*

21.6\*

32 35

35 \*

35 \*

34 \*

35 \*

36 \*

15.8 17.1 18.3 19.9 20.3 19.7 19.5 20.5 20.6 21.1 21.5 21.7

TOTAL AUDIENCE {  
(Households (000) & %)

14,170

16.5

17,180

20.0

14,950

17.4

SIMON &amp; SIMON

(R)(SD)

MAGNUM, P.I.

(R)(SD)

EQUALIZER

(R)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

9,790

11.4 10.5\*

12.2\*

13,230

15.4 14.8\*

16.0\*

11,420

13.3 13.3\*

13.4\*

21 20 \*

22 \*

26 \*

27 \*

23 \*

23 \*

23 \*

24 \*

10.3 10.7 11.7 12.7 14.3 15.3 15.8 16.2 13.3 13.2 13.4 13.4

TOTAL AUDIENCE {  
(Households (000) & %)

13,310

15.5

16,840

19.6

A TEAM

(R)(SD)

MOVIE OF THE WEEK TUESDAY

CELEBRITY, PT. 2(R)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

9,020

10.5 10.2\*

10.7\*

10,050

11.7 10.0\*

10.9\*

12.6\*

13.3\*

19 19 \*

19 \*

20

17 \*

18 \*

22 \*

22 \*

24 \*

9.6 10.8 10.9 10.5 9.7 10.3 10.7 11.2 12.3 13.0 13.4 13.2

TOTAL AUDIENCE {  
(Households (000) & %)

16,580

19.3

15,890

18.5

15,890

18.5

14,520

16.9

WHO'S THE BOSS?

(R)

GROWING PAINS

(R)

MOONLIGHTING

(R)(SD)

SPENSER: FOR HIRE

(R)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,090

16.4 16.4

11,940

13.9 14.2\*

10,310

12.0 11.6\*

12.3\*

33 31

25

26 \*

24 \*

22

21 \*

23 \*

23 \*

15.7 17.2 16.3 16.5 14.8 13.8 13.8 13.3 11.8 11.5 12.3 12.3

TOTAL AUDIENCE {  
(Households (000) & %)

9,450

11.0

12,200

14.2

13,230

15.4

SIMON &amp; SIMON

(R)(SD)

MAGNUM, P.I.

(R)(SD)

EQUALIZER

(R)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,870

8.0 7.3\*

8.6\*

9,280

10.8 9.9\*

9,280

10.8 10.2\*

11.3\*

16 15 \*

16 \*

19

18 \*

11.6\*

20 \*

20 \*

21 \*

7.3 7.4 8.6 8.7 9.3 10.6 11.6 11.6 9.8 10.6 11.1 11.5

TOTAL AUDIENCE {  
(Households (000) & %)

10,140

11.8

11,680

13.6

15,030

17.5

A TEAM

(R)(SD)

HUNTER

(R)(SD)

1986

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

7,220

8.4 7.6\*

9.2\*

8,850

10.3 9.8\*

10,050

11.7 12.7\*

10.7\*

16 15 \*

17 \*

18

18 \*

10.8\*

19 \*

22

23 \*

20 \*

7.4 7.7 8.9 9.4 9.5 10.1 10.6 10.9 12.9 12.6 11.2 10.2

TV HOUSEHOLDS USING TV WK. 1	48.8	50.1	50.2	51.4	52.6	54.1	55.3	57.6	58.7	58.3	59.0	59.8	58.1	57.3	56.4	55.8
(See Def. 1)	45.8	46.8	46.4	48.1	48.4	50.2	52.4	53.6	54.2	56.0	57.5	56.7	54.8	55.6	54.5	51.7

U.S. TV Households: 85,900,000

(1) ALL STAR BASEBALL PRE GM, ABC, (8:00-8:27PM)(S)

For explanation of symbols, See page A.

EVE. TUE. JULY 22, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 16, 1986

W

E

E

K

1

W

E

E

K

2

TV

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,260 16.6	MACGYVER (R)(SD)				14,170 16.5	HARDCASTLE & MCCORMICK (R)(SD)				13,230 15.4	HOTEL (R)			
10,910 12.7	12.2*		13.2*		10,310 12.0	12.1*		11.8*		9,620 11.2	11.0*		11.4*	
25	24 *		25 *		22	23 *		21 *		22	21 *		23 *	
12.0	12.5	13.1	13.3		12.2	12.1	11.8	11.9		10.9	11.1	11.2	11.6	

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

8,420 9.8	FOLEY SQUARE (R)(SUS-SD)				7,300 8.5	CHARLIE & COMPANY (R)				10,820 12.6	AIRWOLF (R)(SD)			
7,040 8.2			6,010 7.0		7,390 8.6	7.8*		9.3*		9,020 10.5	10.8*		10.1*	
16			13		16	15 *		17 *		20	20 *		20 *	
8.5	7.9	6.8	7.2		7.6	8.0	9.2	9.4		11.0	10.6	10.5	9.7	

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

13,570 15.8	HIGHWAY TO HEAVEN (R)(SD)				13,400 15.6	GIMME A BREAK (R)				13,660 15.9	YOU AGAIN ? (R)(SD)			
10,140 11.8	11.3*		12.3*		11,510 13.4			11,850 13.8		9,190 10.7	10.7*		10.8*	
23	23 *		24 *		25			25		21	20 *		21 *	
11.0	11.7	12.3	12.3		13.2	13.7	13.5	14.2		10.9	10.5	10.4	10.9	

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

13,830 16.1	MACGYVER (R)(SD)				12,110 14.1	HARDCASTLE & MCCORMICK (R)(SD)				13,230 15.4	HOTEL (R)			
9,790 11.4	11.1*		11.6*		9,360 10.9	10.7*		11.2*		9,880 11.5	11.1*		11.9*	
23	23 *		23 *		20	20 *		20 *		22	21 *		23 *	
11.0	11.3	11.6	11.6		10.5	10.9	11.0	11.3		10.8	11.5	11.8	12.0	

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,270 7.3	FOLEY SQUARE (R)(SUS-SD)				5,410 6.3	CHARLIE & COMPANY (R)				9,360 10.9	AIRWOLF (R)(SD)			
5,070 5.9			4,640 5.4		6,440 7.5	7.1*		8.0*		9,360 10.9	10.4*		11.3*	
12			11		14	13 *		15 *		21	19 *		22 *	
5.8	5.9	5.0	5.7		6.9	7.3	7.5	6.5		10.1	10.8	11.3	11.4	

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,860 17.3	HIGHWAY TO HEAVEN (R)(SD)				12,970 15.1	GIMME A BREAK (R)				13,230 15.4	YOU AGAIN ? (R)			
10,480 12.2	11.8*		12.6*		11,770 13.7			11,000 12.8		7,560 8.8	8.9*		8.8*	
24	24 *		25 *		25			23		17	17 *		17 *	
11.6	11.9	12.3	13.0		13.2	14.2	12.9	12.8		9.2	8.6	8.5	8.7	

TV HOUSEHOLDS USING TV WK. 1	47.9	49.0	48.8	50.0	49.5	50.9	51.6	52.6	52.6	53.4	54.8	55.4	53.7	53.3	50.9	48.7
(See Def. 1) WK. 2	47.9	47.4	47.0	47.5	47.8	48.9	50.3	52.1	53.1	54.9	54.9	55.3	53.9	53.5	51.7	50.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JULY 23, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 17, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE  
(Households (000) & %)

7,130  
8.3  
RIPLEY'S BELIEVE IT-NOT (R)  
6,270  
7.3  
DYNASTY II: COLBYS (R)(SD)  
17,010  
19.8  
20/20

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR %

4,300  
5.0  
9  
4.8  
4.7\*  
9\*  
5.5  
5.3  
5.4\*  
10\*  
4.1  
4.3  
5.0  
5.5\*  
10\*  
5.9  
12,460  
14.5  
26  
12.7  
14.1\*  
25\*  
15.6  
15.3  
14.8\*  
27\*  
14.3

TOTAL AUDIENCE  
(Households (000) & %)

9,110  
10.6  
CRAZY LIKE A FOX (R)(SD)  
18,730  
21.8  
CBS SPECIAL MOVIE PRSNT  
SILENCE OF THE HEART(R)  
(SD)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR %

6,790  
7.9  
15  
7.1  
7.2\*  
14\*  
8.5  
8.7  
8.6\*  
16\*  
13.0  
23  
11.4  
12.0\*  
22\*  
12.9  
13.1  
13.4  
13.4  
13.4  
13.7  
13.6\*  
25\*  
13.5

TOTAL AUDIENCE  
(Households (000) & %)

24,910  
29.0  
BILL COSBY SHOW (R)  
22,760  
26.5  
FAMILY TIES (R)(SD)  
20,530  
23.9  
CHEERS (R)  
17,870  
20.8  
NIGHT COURT (R)  
15,120  
17.6  
HILL STREET BLUES (R)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR %

21,990  
25.8  
50  
24.4  
20,360  
23.7  
44  
23.7  
17,520  
20.4  
37  
20.5  
16,150  
18.8  
33  
19.1  
10,310  
12.0  
22  
12.7  
12.3\*  
22\*  
11.9  
11.6  
11.7\*  
22\*  
11.7

TOTAL AUDIENCE  
(Households (000) & %)

8,160  
9.5  
RIPLEY'S BELIEVE IT-NOT (R)  
7,990  
9.3  
DYNASTY II: COLBYS (R)(SD)  
19,500  
22.7  
20/20

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR %

5,500  
6.4  
13  
6.5  
6.3\*  
13\*  
6.6  
6.2  
6.4\*  
12\*  
6.0  
11  
5.5  
5.5\*  
10\*  
5.9  
6.5\*  
12\*  
7.1  
13,740  
16.0  
31  
15.1  
16.3\*  
31\*  
17.5  
16.4  
15.7\*  
31\*  
15.1

TOTAL AUDIENCE  
(Households (000) & %)

14,090  
16.4  
CBS SPECIAL MOVIE PRSNT.  
DEATH OF A SALESMAN(R)  
(SD)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR %

4,550  
5.3  
10  
5.0  
4.5\*  
9\*  
4.5  
4.3  
4.4\*  
9\*  
5.7\*  
11\*  
5.8  
5.5\*  
10\*  
5.5  
5.8  
5.4  
5.8  
5.6\*  
11\*  
5.8  
5.4  
6.0\*  
12\*  
6.3

TOTAL AUDIENCE  
(Households (000) & %)

24,910  
29.0  
BILL COSBY SHOW (R)  
24,740  
28.8  
FAMILY TIES (R)(SD)  
22,420  
26.1  
CHEERS (R)  
21,050  
24.5  
NIGHT COURT (R)(SD)  
15,200  
17.7  
HILL STREET BLUES (R)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR %

21,650  
25.2  
50  
23.9  
21,560  
25.1  
49  
25.1  
19,590  
22.8  
43  
22.4  
18,300  
21.3  
40  
21.4  
10,220  
11.9  
23  
13.5  
12.7\*  
24\*  
11.8  
11.1  
11.1\*  
22\*  
11.0

TV HOUSEHOLDS USING TV WK. 1 45.2 46.1 47.2 48.7 50.9 52.6 53.2 54.8 54.8 55.8 56.4 56.8 56.8 57.4 55.4 52.3  
(See Def. 1) WK. 2 46.1 47.3 47.6 48.1 49.7 50.8 51.1 51.7 52.2 54.0 53.3 53.6 53.0 52.7 51.5 49.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JULY 24, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 18, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W  E  E  K  1	TOTAL AUDIENCE (Households (000) & %)	10,480 12.2		10,570 12.3		9,530 11.1		9,450 11.0		10,820 12.6		LOVE BOAT (R)	
	ABC TV	WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE (R)		ABC COMEDY SPECIAL (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	9,190 10.7		9,620 11.2		7,820 9.1		8,250 9.6		8,250 9.6		9.4* 9.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 10.2		24 11.3		18 8.8		19 9.3		19 9.5		9.7 9.8	
E  E  K  1	TOTAL AUDIENCE (Households (000) & %)	11,420 13.3		16,150 18.8		CBS FRIDAY NIGHT MOVIES THE THING (SD)							
	CBS TV	TWILIGHT ZONE (R)(SUB-SD)											
	AVERAGE AUDIENCE (Households (000) & %)	7,730 9.0		9,020 10.5		10.2* 20 *		11.4* 22 *		11.0* 22 *			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20 9.1		21* 9.1		19* 8.9		21 9.4		19* 9.7		10.1 10.3	
E  E  K  1	TOTAL AUDIENCE (Households (000) & %)	11,600 13.5		17,700 20.6		MIAMI VICE (R)(SD)		15,460 18.0		STINGRAY (R)			
	NBC TV	KNIGHT RIDER (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	7,820 9.1		12,030 14.0		13.6* 28 *		14.3* 28 *		11,170 13.0		13.0* 25 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20 8.0		19* 8.2*		21* 9.4		28 13.0		28* 14.2		25 14.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	9,980 11.6		9,450 11.0		8,590 10.0		9,280 10.8		13,140 15.3		LOVE BOAT (R)	
	ABC TV	WEBSTER (R)		MR. BELVEDERE (R)(SD)		MR. SUNSHINE (R)		ABC COMEDY SPECIAL (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	8,250 9.6		8,500 9.9		7,220 8.4		7,990 9.3		9,450 11.0		10.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 9.4		21 9.9		17 8.2		18 8.6		21 9.0		20* 9.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	8,680 10.1		11,340 13.2								CBS FRIDAY NIGHT MOVIES DRAGONSLAYER (SD)	
	CBS TV			TWILIGHT ZONE (R)(SUB-SD)									
	AVERAGE AUDIENCE (Households (000) & %)	6,010 7.0		5,930 6.9		5,670 5.6*		6,110 6.1*		7,990 7.9*		8,010 8.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 7.3		16* 7.2		14* 7.1		13 5.5		12* 5.6		15* 5.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,100 13.0		16,180 19.3		15,030 17.5						STINGRAY (R)	
	NBC TV			KNIGHT RIDER (R)(SD)		MIAMI VICE (R)							
	AVERAGE AUDIENCE (Households (000) & %)	8,250 9.6		12,200 14.2		11,850 13.9		15,110 15.1*		13,730 13.7*		13,810 13.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 8.9		21* 9.2*		21* 9.8		28 10.0		28* 10.0		13 5.4	

TV HOUSEHOLDS USING TV	WK. 1	42.5	43.7	43.4	43.6	43.4	44.2	45.4	47.6	48.4	50.1	51.0	51.5	50.8	51.7	51.6	52.1
(See Def. 1)	WK. 2	43.7	43.6	43.1	43.2	44.0	45.4	46.4	47.5	48.4	49.3	50.9	52.0	52.6	53.1	52.8	52.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE.FRI. JULY 25, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 19, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					6,440 7.5			6,700 7.8			12,030 14.0	ABC SATURDAY NIGHT MOVIE WHEN SHE SAYS NO(R) (SD)				
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)					5,070 5.9			5,930 6.9			6,790 7.9	7.2*	7.9*	7.9*	8.3	8.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 5.8	6.0	15 6.6	7.2	17 7.2	15* 7.1	16* 7.9	16* 7.9	16* 7.9	16* 8.3	18* 8.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,340 13.2			RAGGIE (SD)				14,000 16.3	CBS SATURDAY NIGHT MOVIE HIGH ANXIETY(R) (SD)			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,070 9.4	9.8*			9.0*	7.9	7.4*	7.7*	8.3*	8.3*	8.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.8	22* 9.8	20* 9.2	8.9	17 7.7	15* 7.1	16* 7.6	16* 7.7	17* 8.6	17* 8.0	18* 8.3	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,820 12.6			11,850 13.8			18,380 21.4	15,810 18.4	16,150 18.8	CRAZY DAN		
	NBC TV					NBC MAJOR LEAGUE GAME-2 CHICAGO WHITE SOX VS. NY YANKEES TORONTO VS. CALIFORNIA MULTI-SEGMENT TELECAST		FACTS OF LIFE (R)		SHE'S WITH ME (SD)		GOLDEN GIRLS (R)		ME & MRS. C			
	AVERAGE AUDIENCE (Households (000) & %)					6,930 10.4		9,980 11.6		15,810 18.4		14,260 16.6	11,680 13.6	13.6*	13.6*	13.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 10.4	10.4	28 10.9	12.3	38 17.4	34 19.4	34 16.5	29 16.7	29* 13.5	29* 13.7	29* 13.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,700 7.8			6,960 8.1			11,770 13.7	ABC SATURDAY NIGHT MOVIE MANDA NEVADA(R) (SD)				
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)					5,500 6.4		5,760 6.7		6,100 7.1	8.3*	6.7*	7.7*	7.8*	7.8*	7.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 6.3	6.5	15 6.5	7.0	15 6.1	13* 6.5	14* 6.5	14* 6.8	16* 7.6	16* 7.7	17* 8.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,680 10.1			PUTTING ON THE RITZ (SD)				11,420 13.3	CBS SATURDAY NIGHT MOVIE STORMIN' HOME(R) (SD)			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,760 6.7	6.7*	6.6*	6.3	5,500 6.4	5.1*	5.8*	7.0*	7.7*	7.7*	7.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 6.4	16* 7.0	15* 7.0	6.3	13 5.2	11* 5.0	12* 5.5	15* 6.0	15* 6.6	16* 7.4	16* 7.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,000 12.8			11,000 12.8			16,320 19.0	14,350 16.7	16,580 19.3	REMINGTON STEELE		
	NBC TV					FACTS OF LIFE (R)		227 (R)(SD)		GOLDEN GIRLS (R)		ME & MRS. C (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)					8,930 10.4		9,360 10.9		14,260 16.6		12,630 14.7	12,460 14.5	14.2*	14.2*	14.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 10.1	10.6	25 10.5	11.4	35 15.8	30 17.5	30 14.9	31 14.6	30* 14.2	30* 14.9	31* 14.6	
TV HOUSEHOLDS USING TV		WK 1	41.8	43.1	43.4	43.8	43.5	44.1	44.5	46.2	47.6	48.2	48.8	48.7	48.0	48.2	47.1
(See Def. 1)		WK 2	40.2	40.6	41.4	41.9	42.7	43.5	43.5	44.7	46.6	49.0	48.7	47.5	47.4	47.4	46.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. JULY 26, 1986

EVE.SAT. JULY 19, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,490  
(Households (000) & %) { 2.9  
ABC

## ABC TV

AVERAGE AUDIENCE { 2,320  
(Households (000) & %) { 2.7  
SHARE OF AUDIENCE % 8  
W AVG. AUD. BY ¼ HR. % 2.7

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
K AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
1 AVG. AUD. BY ¼ HR. %

12,280  
14.3

SATURDAY NIGHT  
(11:30-12:31AM)  
(SUSTAINING 12:51-1:00AM)

7,470					
8.7	9.3*		8.8*		7.6*
29	27 *		30 *		30 *
9.4	9.3	9.2	8.5	7.8	7.0

TOTAL AUDIENCE {  
(Households (000) & %) {

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
W AVG. AUD. BY ¼ HR. %

2,060  
2.4

ABC  
WEEKEND  
REPORT-  
SAT.

2,060  
2.4  
7  
2.4

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
K AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
2 AVG. AUD. BY ¼ HR. %

11,000  
12.8

SATURDAY NIGHT  
(11:30-12:43AM)  
(SUSTAINING 12:43-1:00AM)

8,100					
7.1	8.4*		8.4*		5.8*
23	24 *		22 *		22 *
8.9	7.8	6.7	6.2		5.8

TV HOUSEHOLDS USING TV	WK 1	44.2	40.8	35.5	32.7	30.3	28.7	26.1	23.5	20.4	18.4	16.0	13.8	11.6	10.8	10.0	9.1
(See Def. 1)	WK. 2	43.9	42.0	36.7	33.7	30.4	28.2	25.2	23.0	20.2	18.3	15.7	13.9	12.2	10.9	9.8	9.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE.SAT. JULY 26, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 20, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{ 12,460 14.5		23,540 27.4		ABC SUNDAY NIGHT MOVIE JAWS(R) (9:00-10:43PM) (SD)										
ABC TV		DISNEY SUNDAY MOVIE DONALD DUCK QUACKS UP(R)														
AVERAGE AUDIENCE (Households (000) & %)		{ 8,760 10.2		13,080 15.2		15.6*										
SHARE OF AUDIENCE %		{ 21 9.8		27 11.3		28*										
AVG. AUD. BY ¼ HR		{ 9.9* 10.0		10.5* 10.5		16.2										

W	SHARE OF AUDIENCE		21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21
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TOTAL AUDIENCE (Households (000) & %)		{ 6,270 7.3		6,870 8.0		9,280 10.8		18,640 21.7								
NBC TV		SILVER SPOONS (R) PUNKY BREWSTER (R) ALFRED HITCHCOCK (R)(SD)														
AVERAGE AUDIENCE (Households (000) & %)		{ 5,150 6.0		5,930 6.9		6,530 7.6		10,390 12.1								
SHARE OF AUDIENCE %		{ 13 5.6		14 6.4		15 7.3		21								
AVG. AUD. BY ¼ HR.		{ 6.4 6.3		7.5 7.5		7.4* 7.6		10.0*								

TOTAL AUDIENCE (Households (000) & %)		{ 18,640 21.7														18,410 19.1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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E	TOTAL AUDIENCE (Households (000) & %)		{ 17,440 20.3		17,610 20.5		18,640 21.7	
E	CBS TV		60 MINUTES		MURDER, SHE WROTE (R)(SD)		CBS SUNDAY NIGHT MOVIE MISSING CHILDREN A MOTHER'S STORY(R) (SD)	
K	AVERAGE AUDIENCE (Households (000) & %)		{ 13,310 15.5		13,490 15.7		11,680 13.6	
	SHARE OF AUDIENCE %		{ 32 14.6		29 14.9		24 12.1	
	AVG. AUD. BY ¼ HR.		{ 15.4 15.8		15.9* 16.0		12.6* 12.5	
			{ 31* 15.4		31* 15.8		21* 12.1	
			{ 25* 14.1		25* 14.5		28* 15.0	
			{ 28* 15.6		28* 15.6		28* 15.6	

2	TOTAL AUDIENCE (Households (000) & %)		{ 6,270 7.3		6,270 7.3		9,530 11.1		21,390 24.9										
	NBC TV		SILVER SPOONS (R)		PUNKY BREWSTER (R)		DALTON'S CODE OF VENGEANCE (SD)		NBC SUNDAY NIGHT MOVIE C.A.T. SQUAD										
AVERAGE AUDIENCE (Households (000) & %)		{ 4,980 5.8		5,410 6.3		6,270 7.3		14,860 17.3											
SHARE OF AUDIENCE %		{ 12 5.6		12 6.0		13 6.1		13 6.4		30 16.2*									
AVG. AUD. BY ¼ HR.		{ 6.0 6.1		6.1 6.4		6.8 6.6		7.2 6.5		15.9 16.4									
		{ 17.3 17.5*		17.3 17.8*		17.3 17.8		17.3 17.9		17.3 17.8									

TV HOUSEHOLDS USING TV WK. 1		46.0	47.8	49.0	50.2	50.6	52.0	53.1	54.0	54.5	56.0	57.0	58.4	59.7	59.5	58.6	55.0
(See Def. 1) WK. 2		47.1	48.6	50.3	51.0	51.9	53.4	55.1	56.8	56.3	56.5	57.8	58.5	57.8	57.2	56.4	54.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. JULY 27, 1986



EVE.SUN. JULY 20, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,660  
(Households (000) & %) { 3.1  
ABC WEEKEND REPORT--  
SUM.

## ABC TV

AVERAGE AUDIENCE { 2,660  
(Households (000) & %) { 3.1  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 3.1

TOTAL AUDIENCE { 4,550  
(Households (000) & %) { 5.3  
CBS WEEKEND REPORT--  
SUM.

## CBS TV

AVERAGE AUDIENCE { 4,300  
(Households (000) & %) { 5.0  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 5.0

TOTAL AUDIENCE { 1,630  
(Households (000) & %) { 1.9  
G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)

## NBC TV

AVERAGE AUDIENCE { 1,630  
(Households (000) & %) { 1.9  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 1.9

TOTAL AUDIENCE { 2,410  
(Households (000) & %) { 2.8  
ABC WEEKEND REPORT--  
SUM.

## ABC TV

AVERAGE AUDIENCE { 2,490  
(Households (000) & %) { 2.9  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 2.9

TOTAL AUDIENCE { 4,380  
(Households (000) & %) { 5.1  
CBS WEEKEND REPORT--  
SUM.

## CBS TV

AVERAGE AUDIENCE { 4,300  
(Households (000) & %) { 5.0  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 5.0

TOTAL AUDIENCE { 1,720  
(Households (000) & %) { 2.0  
G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)

## NBC TV

AVERAGE AUDIENCE { 1,550  
(Households (000) & %) { 1.8  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 1.8

TV HOUSEHOLDS USING TV	WK. 1	48.0	42.4	34.4	31.8	27.0	24.2	20.6	18.4	16.0	14.1	12.6	11.0	8.9	8.1	7.7	7.3
(See Def. 1)	WK. 2	47.9	42.0	34.1	30.7	26.2	23.8	20.9	18.5	16.1	14.9	12.1	10.5	9.0	7.7	7.4	6.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. JULY 27, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 14-18, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,300 5.0				4,380 5.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,350 3.9				3,610 4.2									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				22 3.9	4.0			18 4.1	4.1								
E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,010 3.5				3,520 4.1						4,810 5.6		4,470 5.2	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,410 2.8				2,750 3.2						3,870 4.5		3,780 4.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				16 2.7	2.8			14 3.2	3.3					18 4.3	4.8	18 4.2	4.5
E E K 3	TOTAL AUDIENCE (Households (000) & %)				4,550 5.3				4,720 5.5						5,500 6.4		4,720 5.5	
	NBC TV				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				3,520 4.1				3,870 4.5						4,550 5.3		3,870 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 4.0	4.1			20 4.5	4.5					21 5.0	5.6	18 4.5	4.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				4,640 5.4				5,150 6.0									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (MTWTF)(S)(OP)				GOOD MORNING, AMERICA-830 (CO-OP) (MTWTF)(S)(OP)(SUS-OP)						(SUS-OP)		(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)				3,520 4.1				4,210 4.9									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 4.1	4.1			21 4.9	5.0								
E E K 5	TOTAL AUDIENCE (Households (000) & %)				3,090 3.6				3,870 4.5						4,550 5.3		4,550 5.3	
	CBS TV				(S)(OP) CBS MORNING NEWS 1 (MTWTF)(S)(OP)				(S)(OP) CBS MORNING NEWS 2 (MTWTF)(S)(OP)						(OP) \$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,580 3.0				2,920 3.4						3,890 4.3		3,870 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				17 3.0	3.0			15 3.4	3.6					17 4.1	4.5	18 4.3	4.7
E E K 6	TOTAL AUDIENCE (Households (000) & %)				5,580 6.5				6,610 7.7						5,670 6.6		5,070 5.9	
	NBC TV				TODAY SHOW 7:30AM (CO-OP) (SUS-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (S)(OP) (PARTICIPATING)						(S)(OP) FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				4,470 5.2				5,580 6.5						4,720 5.5		4,300 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				27 5.1	5.3			26 6.7	6.3					22 5.3	5.6	20 4.9	5.1
TV HOUSEHOLDS USING TV WK. 1		WK. 1	11.6	13.6	14.8	15.9	17.5	19.1	20.3	21.4	22.5	23.9	24.3	24.6	24.3	24.8	24.7	24.9
(See Def. 1)		WK. 2	12.9	15.3	16.8	17.9	19.7	21.7	22.8	23.4	23.9	24.9	25.1	25.3	25.0	24.9	24.6	24.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI JULY 21-25, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 14-18, 1986

W

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E

K

1

W

E

E

K

2

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE  
(Households (000) & %)

2,490 2.9 LIFESTYLES-RICH & FAM-B-F 2,230 2.6 NEW LOVE AMERICAN STYLE 3,010 3.5 RYAN'S HOPE 3,870 4.5 LOVING 8,330 9.7 ALL MY CHILDREN 7,900 9.2 ONE LIFE TO LIVE (SD)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

2,060 2.4 1,890 2.2 2,490 2.9 3,180 3.7 6,270 7.3 7.0\* 7.6\* 5,930 6.9 6.7\* 7.2\*

SHARE OF AUDIENCE %

9 8 10 13 23 22\* 24\* 23 22\* 25\*

AVG. AUD. BY 1/4 HR. %

2.5 2.4 2.2 2.3 2.8 3.0 3.6 3.8 6.7 7.3 7.6 6.6 6.8 7.1 7.4

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

6,960 8.1 PRICE IS RIGHT 1 9,280 10.8 PRICE IS RIGHT 2 (SD) 10,650 12.4 YOUNG AND THE RESTLESS 8,160 9.5 AS THE WORLD TURNS 5,330 6.2 CAPITOL

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

6,010 7.0 7,990 9.3 7,900 9.2 9.1\* 9.4\* 7.5 7.4\* 4,810 5.6

SHARE OF AUDIENCE %

27 35 32 32\* 31\* 24 23\* 25\* 19

AVG. AUD. BY 1/4 HR. %

6.5 7.4 8.9 9.6 9.1 9.2 9.4 9.4 7.5 7.4 5.7 5.6

TOTAL AUDIENCE  
(Households (000) & %)

6,960 8.1 WHEEL OF FORTUNE 5,330 6.2 SCRABBLE 3,780 4.4 SUPER PASSWORD 2,580 3.0 SEARCH FOR 8,500 9.9 DAYS OF OUR LIVES 6,100 7.1 ANOTHER WORLD (SD)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

5,840 6.8 4,640 5.4 3,090 3.6 2,150 2.5 6,790 7.9 7.7\* 8.1\* 4,810 5.6

SHARE OF AUDIENCE %

27 20 12 8 25 25\* 26\* 19

AVG. AUD. BY 1/4 HR. %

6.7 7.0 5.4 5.5 3.6 3.7 2.5 2.5 7.5 7.9 8.2 8.0 5.5 5.4 5.6 5.7

TOTAL AUDIENCE  
(Households (000) & %)

2,390 2.7 LIFESTYLES-RICH & FAM-B-F 2,490 2.9 NEW LOVE AMERICAN STYLE 3,090 3.6 RYAN'S HOPE 4,210 4.9 LOVING 8,250 9.6 ALL MY CHILDREN 8,160 9.5 ONE LIFE TO LIVE (SD)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

1,890 2.2 2,060 2.4 2,660 3.1 3,610 4.2 6,360 7.4 6.9\* 7.8\* 6,360 7.4 7.3\* 7.6\*

SHARE OF AUDIENCE %

9 9 11 14 24 22\* 25\* 25 24\* 26\*

AVG. AUD. BY 1/4 HR. %

2.3 2.2 2.2 2.5 3.0 3.2 4.1 4.3 6.5 7.3 7.7 7.9 7.3 7.3 7.5 7.5

TOTAL AUDIENCE  
(Households (000) & %)

6,960 8.1 PRICE IS RIGHT 1 8,500 9.9 PRICE IS RIGHT 2 (SD) 10,140 11.8 YOUNG AND THE RESTLESS 7,990 9.3 AS THE WORLD TURNS 5,330 6.2 CAPITOL

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

5,840 6.8 7,390 8.6 7,730 9.0 8.9\* 9.1\* 7.3 7.3\* 4,810 5.6

SHARE OF AUDIENCE %

27 33 31 32\* 31\* 24 23\* 24\*

AVG. AUD. BY 1/4 HR. %

6.5 7.2 6.3 6.9 8.7 9.0 9.1 9.1 7.3 7.3 7.4 7.2 5.7 5.5

TOTAL AUDIENCE  
(Households (000) & %)

7,390 8.8 WHEEL OF FORTUNE 5,580 6.5 SCRABBLE 3,870 4.5 SUPER PASSWORD 2,920 3.4 SEARCH FOR TOMORROW 8,500 9.9 DAYS OF OUR LIVES 6,440 7.5 ANOTHER WORLD (SD)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

6,270 7.3 4,980 5.8 3,350 3.9 2,490 2.9 6,870 8.0 7.8\* 8.2\* 4,980 5.8 5.8\* 5.7\*

SHARE OF AUDIENCE %

29 22 14 10 26 25\* 26\* 19

AVG. AUD. BY 1/4 HR. %

7.2 7.4 5.7 5.9 3.8 4.0 2.9 2.9 7.6 8.1 8.3 8.1 6.0 5.7 5.7 5.7

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

25.2 26.0 26.7 27.6 29.2 30.7 30.1 30.2 30.5 31.0 30.9 30.7 29.6 29.6 28.5 29.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 21-25, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 14-18, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,110 10.6	GENERAL HOSPITAL (S)(OP)														9,190 10.7 ABC WORLD NEWS TONIGHT
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040 8.2	8.1*			8.3*											7,820 9.1
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 27 7.9	27 *	8.4		27 *	8.2									8.9	9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,390 8.6	GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK														10,390 12.1 CBS EVENING NEWS- RATHER
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,930 6.9	6.8*			7.1*	2.0										8,850 10.3
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 22 6.7	23 *	7.1		23 *	1.9	2.0								10.3	10.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.2	SANTA BARBARA (MTWTFX)(OP) (S)(OP)														9,710 11.3 NBC NIGHTLY NEWS
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,950 4.6	4.4*			4.7*											8,420 9.8
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 15 4.8	15 *	4.5		15 *	4.9									9.6	9.9
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 9,020 10.5	GENERAL HOSPITAL														9,790 11.4 ABC WORLD NEWS TONIGHT
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040 8.2	8.0*			8.3*											8,160 9.5
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 27 7.8	27 *	8.3		27 *	8.3									21 9.6	9.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,390 8.6	GUIDING LIGHT (SD)(SUS-SD) PRESS YOUR LUCK														10,390 12.1 CBS EVENING NEWS- RATHER
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,010 7.0	6.9*			7.1*	1.9										8,590 10.0
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 23 6.7	23 *	7.3		23 *	1.8	2.0								22 10.0	10.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,580 6.5	SANTA BARBARA														10,220 11.9 NBC NIGHTLY NEWS
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,210 4.9	4.8*			5.0*											8,680 10.1
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{ 18 4.9	18 *	4.9		18 *										22 10.1	10.1
TV HOUSEHOLDS USING TV WK 1		29.8	30.9	31.1	32.0	31.3	32.5	33.2	35.0	36.2	37.7	38.8	40.6	43.2	44.9	45.1	46.1
(See Def. 1) WK. 2		29.2	30.3	30.6	30.8	30.2	31.7	32.4	33.9	35.3	37.0	38.6	41.0	43.4	45.3	45.6	46.3
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 21-25, 1986

DAY SAT. JULY 19, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1,890 2.2	2,490 2.9	3,780 4.4	4,900 5.7	4,470 5.2	3,520 4.1
PINK PANTHER AND SONS (SD)	LITTLES	BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2	LAFF-A-LYMPICS	SUPERPOWERS TEAM (SD)
1,630 1.9	1,980 2.3	3,260 3.8	4,300 5.0	3,690 4.3	2,830 3.3
15 1.8	14 1.9	21 2.5	23 4.1	18 4.3	13 4.3
	2.0	3.5	4.8	5.2	3.5
	2.6				3.1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,410 2.8	3,180 3.7	5,410 6.3	6,440 7.5	ROCK N WRESTLING
WUZZLES (SUS-SD)	BERENSTAIN BEAR (SUS-SD)	MUPPET BABIES & MONSTERS		
1,980 2.3	2,580 3.0	3,610 4.2	3,950 4.8	4.9*
18 2.1	19 2.5	21 3.5	22* 4.0	19*
	2.9	4.0	5.0	4.7
	3.1			

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1,980 2.3	2,580 3.0	3,950 4.6	4,470 5.2	6,270 7.3	5,930 6.9
SMURFS I	SMURFS II	SMURFS III (SD)	IT'S PUNKY BREWSTER		
1,800 2.1	2,230 2.6	3,010 3.5	3,690 4.3	5,070 5.9	5,150 6.0
17 1.8	16 2.3	19 3.2	20 3.7	23 4.3	23 4.2
	2.8	3.2	4.3	5.6	6.3
	2.7				6.3

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,920 3.4	2,830 3.3	3,870 4.5	4,640 5.4	4,810 5.6	3,440 4.0
PINK PANTHER (SD)	LITTLES	BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2	LAFF-A-LYMPICS	EWOKS
2,230 2.8	2,410 2.8	3,260 3.8	3,870 4.5	3,780 4.4	2,750 3.2
19 2.4	16 2.7	19 3.6	20 3.9	18 4.6	12 4.4
	2.6	3.6	4.6	4.4	3.3
	3.0				3.2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1,980 2.3	2,830 3.3	5,580 6.5	6,810 7.7	ROCK N WRESTLING
SMURFS I	SMURFS II	SMURFS III (SD)	IT'S PUNKY BREWSTER	
1,460 1.7	2,410 2.8	3,520 4.1	4,300 5.0	5.8*
13 1.5	16 1.9	19 3.3	20* 4.0	22*
	2.7	4.0	4.6	5.6
	2.9			

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,660 3.1	3,810 4.2	4,470 5.2	4,640 5.4	5,930 6.9	6,180 7.2
SMURFS I	SMURFS II	SMURFS III (SD)	IT'S PUNKY BREWSTER		
2,230 2.8	3,090 3.6	3,870 4.5	3,950 4.6	4,810 5.6	5,240 6.1
19 2.2	21 2.9	22 3.6	20 4.6	23 5.3	23 5.9
	3.6	4.4	4.7	5.3	6.0
	3.6				6.3

TV HOUSEHOLDS USING TV WK. 1	7.5	8.6	9.8	11.4	13.2	15.1	16.8	18.8	19.9	21.6	22.4	23.6	24.5	25.6	25.2	25.3
(See Def. 1) WK. 2	7.8	8.6	9.8	11.6	13.9	15.9	17.9	18.9	20.3	22.2	23.3	24.3	23.9	25.4	25.6	26.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 19, 1986

A-28

Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,580 3.0				{ 6,530 7.6		BRITISH OPEN-SAT. (12:00-2:12PM)										
	ABC TV	AMERICAN BANDSTAND																
	AVERAGE AUDIENCE (Households (000) & %)	1,200 1.4	1.2*		1.6*	2,830 3.3	2.9*		3.0*		3.5*		3.7*		3.7*		3.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5 1.2	5 1.1		6 1.8	12 2.8	10 2.9		11 2.9		13 3.6		13 3.8		13 3.7		13 3.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.2		{ 5,150 6.0		{ 4,120 4.8		{ 4,210 4.9										
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		CHARLIE BROWN/SNOOPY SHOW (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	4,550 5.3		4,210 4.9		3,610 4.2		3,440 4.0										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 5.3	5.3	18 4.9	5.0	16 4.2	4.1	15 4.0	4.0									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,100 7.1		{ 5,070 5.9		{ 4,040 4.7		{ 3,090 3.6		{ 4,470 5.2		{ 13,660 15.9		NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS ST. LOUIS PHILADELPHIA VS CINCINNATI (1:15-6:07PM)(OP)				
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS		(1) (-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	5,150 6.0		4,300 5.0		3,440 4.0		2,660 3.1		4,040 4.7	5,760 6.7		5.2*		6.5*		7.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 5.9	6.1	18 5.1	4.9	15 4.0	4.0	11 3.0	3.3	17 4.7	23 4.8	5.2	5.3	5.9	7.1	7.0	24 7.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,090 3.6		{ 4,210 4.9		{ 4,040 4.7		{ 4,040 4.7		AMERICAN BANDSTAND								
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS NOTORIOUS B.P.M./THE FROG/CALAVERAS COUNTY												
	AVERAGE AUDIENCE (Households (000) & %)	2,750 3.2		3,350 3.9		3,260 3.8		2,230 3.7										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12 3.1	3.3	15 4.1	3.7	14 3.4	4.2	9 2.7	2.6*	9 2.4	9 2.6	10 2.6	10 2.8	2.7*				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,410 6.3		{ 4,120 4.8		{ 3,090 3.8		{ 4,040 4.7										
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		CHARLIE BROWN/SNOOPY SHOW (SD)										
	AVERAGE AUDIENCE (Households (000) & %)	4,550 5.3		3,440 4.0		2,660 3.1		3,180 3.7										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 5.3	5.4	15 4.1	3.9	11 3.1	3.1	13 3.5	3.9									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,700 7.8		{ 4,470 5.2		{ 3,610 4.2		{ 2,830 3.3										
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS										
	AVERAGE AUDIENCE (Households (000) & %)	5,670 6.6		3,690 4.3		2,920 3.4		2,410 2.8										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	24 6.7	6.5	16 4.3	4.2	12 3.4	3.5	10 2.9	2.7									
TV HOUSEHOLDS USING TV		WK. 1	25.2	26.2	26.8	27.0	26.9	27.1	27.5	27.6	27.1	27.6	28.2	28.6	29.2	29.0	29.8	30.0
(See Def. 1)		WK. 2	27.1	27.8	27.0	26.7	26.2	27.7	27.8	28.1	26.6	27.3	27.7	28.8	29.0	29.9	29.1	29.1
U.S. TV Households: 85,900,000																		
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)																		

For explanation of symbols, see page A

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

For explanation of symbols, See page A.

DAY SAT. JULY 26, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 19, 1986

W

E

E

K

1

W

E

E

K

2

TV HOUSEHOLDS USING TV  
(See Def. 1)

U.S. TV Households: 85,900,000

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
 SHARE OF AUDIENCE %  
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
 SHARE OF AUDIENCE %  
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
 SHARE OF AUDIENCE %  
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
 SHARE OF AUDIENCE %  
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
 SHARE OF AUDIENCE %  
 AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

 AVERAGE AUDIENCE  
(Households (000) & %)  
 SHARE OF AUDIENCE %  
 AVG. AUD. BY ¼ HR. %
10,140  
11.8

ABC WIDE WORLD-SPORTS SAT

7,900

9.2

ABC WRLD NEWS  
TONIGHT-SAT

4,900

5.7

5.0\*

6.6\*

18 \*

6,440

7.5

18

7.6

7.5

8,500

9.9

CBS SAT. NEWS-  
SCHIEFFER

7,130

8.3

20

8.1

8.4

14,300

12.1

NBC MAJOR LEAGUE BASEBALL

LOS ANGELES VS ST. LOUIS  
PHILADELPHIA VS CINCINNATI  
(7:00-8:00PM) (OP)

NBC MAJOR LEAGUE BASEBALL-2

CHICAGO WHITE SOX VS NEW YORK YANKEES  
TORONTO VS CALIFORNIA  
MULTI-REPEATED TELECAST (OP)

5,340

6.3

7.2\*

10

24 \*

7.0\*

22 \*

22 \*

6.4\*

17 \*

6.8

6.0

5.4\*

7 \*

6.0

9,020

10.5

ABC WIDE WORLD-SPORTS SAT

6,960

8.1

ABC WRLD NEWS  
TONIGHT-SAT

4,340

5.4

5.4\*

5.0\*

15 \*

17 \*

5,670

6.8

17

6.6

6.7

5.0

5.9

4.8

5.1

5.9

5.9

5.150

8.0

6,530

7.6

CBS SAT. NEWS-  
SCHIEFFER

BUICK OPEN-SAT

CBS SPORTS SPECIAL-SAT

2,660

3.1

2.8\*

3.0\*

3.4\*

3.4\*

3.5

3.6

3.1

3.5

3.3

3.2

3.7

4,980

5.8

15

5.5

6.2

13,830

16.1

NBC MAJOR LEAGUE BASEBALL

BOSTON VS CALIFORNIA  
(3:13-8:00PM)  
(60)

6,960

8.1

NBC NIGHTLY NEWS-  
SAT.

5,410

6.3

5.5\*

5.7\*

6.7\*

22 \*

6.3\*

20 \*

6.6\*

6.6\*

20 \*

19 \*

6.4

5,670

6.6

17

6.6

6.7

5.3

5.5

5.4

5.9

6.7

6.7

6.5

6.1

6.8

6.8

6.7

6.4

29.6

28.3

29.3

28.2

29.7

29.1

29.6

29.6

30.0

30.2

31.2

30.8

32.5

31.8

33.3

32.5

33.9

33.5

34.8

34.2

35.0

35.0

37.3

36.0

39.4

37.5

40.3

39.1

40.9

39.2

41.3

40.4

For explanation of symbols, See page A.

DAY SAT. JULY 26, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 20, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

9,790

11.4

BRITISH OPEN-  
SUM  
(10:30-11:30PM)

3,610

4.2

2.7\*

16

13 \*

2.6

2.8

W

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,110

6.9

SUNDAY MORNING

3,260

3.8

FACE THE NATION

E

E

K

1

3,520

4.1

3.7\*

4.5\*

4.3\*

2,680

3.1

20

20 \*

21 \*

20 \*

14

3.0

4.3

4.5

4.5

4.4

4.1

3.2

3.0

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,840

6.8

SUNDAY MORNING

3,010

3.5

FACE THE NATION

E

E

K

2

3,010

3.5

2.7\*

3.4\*

4.5\*

2,230

2.6

17

16 \*

16 \*

4.5\*

2.6

2.5

3.0

3.2

3.6

4.6

4.4

2.6

2.6

TOTAL AUDIENCE {  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

NBC NEWS  
SPECIAL RPT  
(9:37-9:57AM)  
(SUS)

TV HOUSEHOLDS USING TV	WK. 1	6.7	7.5	8.1	9.2	12.1	14.5	15.9	17.8	18.9	20.0	21.0	22.1	22.1	22.4	22.7	22.8
(See Def. 1)	WK. 2	6.5	7.1	8.0	9.2	11.7	13.4	15.8	18.3	19.6	21.0	22.5	23.4	23.9	25.2	24.9	25.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JULY 27, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 20, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,780 4.4 BRITISH OPEN-SUN (10:30-1:45PM) (OP) THIS WEEK-DAVID BRINKLEY (1:45-2:45PM) (OP)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,080 2.4 8 2.4* 2.3*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.0	3.7	4.1	4.5	4.2	4.4	4.9	4.8	5.4	5.6	4.9	2.4	2.5	2.3	2.4	2.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,830 3.3 MEET THE PRESS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,320 2.7 10 2.6 2.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,720 5.5 THIS WEEK-DAVID BRINKLEY															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,280 3.8 13 3.5 3.7 4.0 3.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,810 7.7 CBS SPORTS SUN SP ED TALLADEGA 500 (1:00-4:45PM)															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,950 4.6 15 3.6 3.9* 13* 4.1 5.1 5.6 5.3 16 5.4 5.2* 17* 5.1 5.2 5.1 5.2 5.4* 17* 5.6 5.1 4.9* 15*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,010 3.5 MEET THE PRESS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,410 2.8 9 2.7 2.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	24.2	25.3	26.2	26.4	26.6	28.1	28.8	29.7	29.6	30.6	30.9	30.8	31.0	30.7	31.3
(See Def. 1)		WK. 2	27.2	28.2	28.6	29.9	30.1	30.1	30.8	30.9	30.7	31.2	31.8	32.1	32.2	33.5	33.3
U.S. TV Households: 85,900,000																	

DAY SUN. JULY 27, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 20, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																6,440 7.5 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																5,330 6.2 15 5.9 / 6.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,680 10.1								8,700 7.6			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,010 3.5	3.9*		3.6*		2.7*		3.7*	5,150 6.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					10 3.6	12 *		10 *		8 *		11 *	15 5.7		6.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							9,360 10.9									6,610 7.7 NBC NIGHTLY NEWS-SUN
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{							4,040 4.7	4.4*		5.0*		4.6*	5,840 6.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%							13 4.4	12 *		14 *		14 *	16 6.6		7.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																6,870 8.0 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																5,500 6.4 15 6.1 / 6.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							8,930 10.4						8,530 7.6			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																
TV HOUSEHOLDS USING TV		WK. 1	32.6	33.3	33.3	33.4	33.6	34.6	35.0	35.7	35.8	36.1	37.2	37.9	40.0	40.9	42.8	44.0
(See Def. 1)		WK. 2	33.3	32.4	32.8	33.2	33.1	33.4	33.9	34.7	35.6	36.4	37.9	39.6	42.0	43.0	44.0	44.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JULY 27, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE				HOUSEHOLDS	SHARE					
				(000)	%	(000)	%	%	(000)	%	%						
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	2	8.00-11.10PM	+GRID 11.00 11.15								18,550	21.6	7,990	9.3	17		
ABC ABC NEWSBRIEF-MON	2	8.06- 8.07PM	8.00													5.9	
	1	9.48- 9.49PM	9.45	10,310	12.0	10,310	12.0	20	12.0		6,360	7.4	6,360	7.4	15	5.0	
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
CBS MISS UNIVERSE PAGEANT(S)	2	9.00-11.03PM	+GRID 11.00								30,320	35.3	18,210	21.2	37		21.6
EVENING TUESDAY																	
ABC ALL STAR BASEBALL PRE GM(S)	1	8.00- 8.27PM	+GRID 8.15	16,410	19.1	13,920	16.2	32									
ABC ABC NEWSBRIEF-TUE	1	8.24- 8.25PM	8.15	12,710	14.8	12,710	14.8	29	16.7								
ABC ALL STAR BASEBALL GAME(S)	1	8.27-11.02PM	+GRID 11.00	27,490	32.0	17,440	20.3	35	14.8								
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45						21.7		8,330	9.7	8,330	9.7	17	9.7	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	9,110	10.6	9,110	10.6	20	10.6		8,070	9.4	8,070	9.4	18	9.4	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	7,900	9.2	7,900	9.2	17	9.2		8,250	9.6	8,250	9.6	17	9.6	
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	5,760	6.7	5,760	6.7	12	6.7		6,960	8.1	6,960	8.1	15	8.1	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.43- 8.44PM	8.30	8,420	9.8	8,420	9.8	22	9.8								
	2	8.41- 8.42PM	8.30								7,900	9.2	7,900	9.2	20	9.2	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	6,610	7.7	6,610	7.7	15	7.7		7,040	8.2	7,040	8.2	16	8.2	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	5,500	6.4	5,500	6.4	14	6.4		4,720	5.5	4,720	5.5	12	5.5	
ABC ABC NEWSBRIEF-SAT.	1	9.55- 9.56PM	9.45	6,100	7.1	6,100	7.1	15	7.1								
	2	9.50- 9.51PM	9.45								5,330	6.2	5,330	6.2	13	6.2	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	5,580	6.5	5,580	6.5	14	6.5		4,040	4.7	4,040	4.7	11	4.7	
CBS NEWSBREAK-SAT.	1	9.58- 9.59PM	9.45	6,700	7.8	6,700	7.8	16	7.8								
	2	9.49- 9.50PM	9.45								3,520	4.1	3,520	4.1	8	4.1	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	8,500	9.9	8,500	9.9	21	9.9		8,070	9.4	8,070	9.4	21	9.4	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								9,530	11.1	9,530	11.1	23	11.1	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	9.00- 9.01PM	9.00	10,310	12.0	10,310	12.0	22	12.0								
	2	9.22- 9.23PM	9.15								8,420	9.8	8,420	9.8	17	9.8	
ABC ABC NEWSBRIEF-SUN.	2	9.59-10.00PM	9.45								8,160	9.5	8,160	9.5	16	9.5	
	1	10.05-10.06PM	10.00	11,850	13.8	11,850	13.8	23	13.8								

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	12,110	14.1	12,110	14.1	26	14.1			10,310	12.0	10,310	12.0	21	12.0		
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45																
	2	9.52- 9.53PM	9.45	9,960	11.6	9,960	11.6	20	11.6										
NBC NBC NEWS DIGEST-SUN	1	8.57- 8.59PM	8.45	5,070	5.9	4,810	5.6	10	5.6			8,070	9.4	8,070	9.4	16	9.4		
NBC NBC NEWS DIGEST-2-SUN.	2	8.58- 8.59PM	8.45																
EVENING MONDAY-FRIDAY	1	9.50- 9.51PM	9.45	6,960	8.1	6,960	8.1	14	8.1			5,930	6.9	5,930	6.9	12	6.9		
ABC ABC NEWS:NIGHTLINE		>	11.30																
			11.45	6,610	7.7	5,150	6.0	17	6.8	M-F		5,670	6.6	4,550	5.3	15	5.9	TU-F	
ABC ABC NEWS:NIGHTLINE-MON(B)	2	11.52-12.23AM	12.00						5.4	M-F							4.7	TU-F	
			11.45						4.5	TUWF							3.7	TU-TH	
			12.00																
ABC EYE ON HOLLYWOOD	1	>	12.15	1,290	1.5	1,030	1.2	6	1.3	M-F		4,810	5.6	3,610	4.2	13	4.8	MON.	
			12.00						1.1	TU-TH							4.3	MON.	
			12.15						1.2	M-W							3.4	MON.	
			12.30						1.6	M-W									
			12.45						1.6	MON.									
			1.00						1.0	FRI.									
			1.30																
ABC LIFESTYLES-RICH & FAM-12M	2	>	1.45						1.0	FRI.									
			2.00						1.0	FRI.									
			12.00									1,290	1.5	1,030	1.2	6	1.1	M-F	
			12.15														1.2	M & F	
			12.30														1.3	M-TH	
			12.45														1.2	M-TH	
			1.00														1.2	TU-TH	
ABC SPECIAL EDITION-GMA-5:30A(S)	2	5.30- 6.00AM	5.30									2,150	2.5	1,630	1.9	23	1.9	TUE.	
			5.45														2.0	TUE.	
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	9,530	11.1	9,530	11.1	20	11.1	MTUTH		5,930	6.9	5,930	6.9	13	6.3	TU&TH	
			9.15														5.4	THU.	
CBS NEWSBREAK-M-F		>	9.45	7,220	8.4	7,220	8.4	15	8.4	M-F		6,960	8.1	6,440	7.5	14	5.8	M-F	
			10.00														17.0	MON.	
CBS CBS LATE NIGHT I		>	11.30	7,390	8.6	5,150	6.0	21	6.2	M-F		6,790	7.9	4,640	5.4	19	5.8	M-F	
			11.45						6.2	M-F							5.5	M-F	
			12.00						6.0	M-F							5.2	M-F	
			12.15						5.9*	23*							5.1	M-F	
			12.30						5.7	M-F							5.0*	24*	
CBS CBS LATE NIGHT II		>	12.30	3,950	4.6	3,090	3.6	21	4.2	M-F		4,040	4.7	3,090	3.6	21	4.1	M-F	
			12.45						3.7	M-F							3.7	M-F	
			1.00						3.4	M-F							3.6	M-F	
			1.15						3.2	M-F							3.2	M-F	
		VARIOUS TIMES (SUS)							3.4*	22*							3.5*	23*	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,120	1.3	1,030	1.2	13	1.2	M-THSU		940	1.1	770	.9	10	1.1	M-THSU	
			2.15						1.1	M-THSU							.8	M-THSU	
CBS CBS NEWS NIGHTWATCH-2 CONT'D		2.30- 3.00AM	-GRID	1,290	1.5	1,200	1.4	18		M-THSU		940	1.1	860	1.0	13		M-THSU	



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVERING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS NIGHTWATCH-2-CONT'D			2.30						1.5	M-THSU							
			2.45						1.3	M-THSU							
CBS CBS NIGHTWATCH-2-TUE(B)	2	2.30- 3.00AM	2.30													1.1	MWTHSU
			2.45													1.0	MWTHSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,800	2.1	940	1.1	22	1.3	M-THSU	940	1.1	770	.9	12	1.0	TUE.
			3.15						1.3	M-THSU	1,550	1.8	770	.9	17	.9	TUE.
			3.30						1.2	M-THSU				1.1*	17*	1.2	M-THSU
			3.45						1.2	M-THSU				1.1		1.1	M-THSU
			4.00						1.2	M-THSU				1.0*	17*	1.0	M-THSU
			4.15						1.2	M-THSU				1.0*	17*	1.0	M-THSU
			4.30						1.1	M-THSU				1.0*	19*	1.0	M-THSU
			4.45						1.0	M-THSU				.9		.9	M-THSU
			5.00						1.0	M-THSU				.8*	17*	.9	M-THSU
			5.15						.9	M-THSU				.8*	17*	.8	M-THSU
			5.30						.9	M-THSU				.8*	17*	.8	M-THSU
			5.45						1.0	M-THSU				.8*	17*	.8	M-THSU
CBS CBS MORNING NEWS SP. ED 1(S)	2	5.30- 6.00AM	5.30						.8	M-THSU				.8*	17*	.8	M-THSU
			5.45													.8	M-THSU
NBC NBC NEWS DIGEST-M-F		>	8.15	8,420	9.8	8,420	9.8	18	9.4	M-F	1,550	1.8	1,290	1.5	18	1.5	TUE.
			8.45						9.9	TU-F	8,500	9.9	8,500	9.9	19	9.8	M-F
																10.0	TU-F
NBC NBC NEWS DIGEST-2-M-F	1	>	9.30	7,730	9.0	7,730	9.0	18	7.3	MW							
	2	9.58- 9.59PM	9.45						9.9	MW	8,850	10.3	8,850	10.3	19	10.3	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,450	11.0	5,580	6.5	20	8.0	M-F	10,480	12.2	6,440	7.5	24	8.1	M-F
			11.45						6.7	M-F				8.0*	22*	8.0	M-F
			12.00						6.1	M-F				7.6		7.6	M-F
			12.15						5.7*	20*				6.9*	25*	6.3	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,210	4.9	3,520	4.1	19	4.4	M-TH	4,810	5.6	3,950	4.6	22	4.8	M-TH
			12.45						3.8	M-TH				4.5		4.5	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,670	6.6	2,750	3.2	16	4.5	FRI.	5,070	5.9	2,830	3.3	17	4.6	FRI.
			12.45						3.9	FRI.				4.3*	18*	4.0	FRI.
			1.00						3.4	FRI.						3.4	FRI.
			1.15						2.9	FRI.				3.1*	17*	2.9	FRI.
			1.30						2.6	FRI.						2.7	FRI.
			1.45						2.1	FRI.				2.6*	18*	2.5	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	3,260	3.8	2,750	3.2	20	3.4	M-TH	3,780	4.4	3,090	3.6	23	3.9	M-TH
			1.15						3.1	M-TH						3.4	M-TH
NBC TODAY SHOW SPCL 530AM(S)	2	5.30- 6.00AM	5.30								2,230	2.6	1,720	2.0	24	1.6	TUE.
			5.45													2.3	TUE.
DAY MONDAY-FRIDAY																	
ABC SPECIAL EDITION-GMA-6:00A(S)	2	6.00- 8.00AM	6.00								9,880	11.5	4,810	5.6	34	3.4	WED.
			6.15													4.3	WED.
			6.30													4.7	WED.
			6.45													5.1	WED.
			7.00													6.2	WED.
			7.15													6.5	WED.
			7.30													7.5	WED.
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC SPECIAL EDITION-GMA-8:00A(S)-CONT'D			7.45														
ABC ABC WORLD NEWS-MORN-815A		6.15- 6.30AM	6.15	1,550	1.8	1,370	1.6	21	1.6	M-F	1,550	1.8	1,460	1.7	23	7.0	WED.
ABC ABC WORLD NEWS-MORN-845A		6.45- 7.00AM	6.45	2,060	2.4	1,980	2.3	21	2.3	M-F	2,230	2.6	1,980	2.3	22	1.7	MTUTHF
ABC SPECIAL EDITION-GMA-8:00A(SUS)	2	8.00- 8.30AM	8.00													2.3	MTUTHF
ABC SPECIAL EDITION-GMA-8:30A(S)	2	8.30- 9.00AM	8.30														WED.
			8.45								7,560	8.8	6,010	7.0	23	7.2	WED.
ABC SPECIAL EDITION-GMA-9:00A(SUS)	2	9.00- 9.30AM	9.00													6.8	WED.
ABC SPECIAL EDITION-GMA-9:30A(S)	2	9.30-10.00AM	9.30								5,410	6.3	4,470	5.2	18	5.4	WED.
			9.45													5.0	WED.
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,360	7.4	6,360	7.4	25	7.4	M-F	6,010	7.0	5,840	6.8	23	7.0	M-F
	2	>	2.45														
ABC U.S. WOMEN OPEN GOLF-MON(S)	1	4.00- 5.00PM	4.00	4,380	5.1	2,150	2.5	8	3.1	MON.							
			4.15				2.6*	9*	2.1	MON.							
			4.30						2.1	MON.							
			4.45				2.4*	8*	2.7	MON.							
CBS CBS MORNING NEWS SP. ED 2(S)	2	6.00- 9.00AM	6.00								9,880	11.5	3,520	4.1	21	2.0	WED.
			6.15													2.3	WED.
			6.30													3.0	WED.
			6.45													3.6	WED.
			7.00													4.2	WED.
			7.15													4.3*	WED.
			7.30													4.6	WED.
			7.45													4.7*	WED.
			8.00													4.9	WED.
			8.15													4.9*	WED.
			8.30													4.6	WED.
			8.45													4.9	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,550	1.8	1,120	1.3	16	1.3	M-F	1,290	1.5	1,030	1.2	16	5.9	WED.
			6.45						1.4	M-F							
CBS CBS MORNING NEWS 2-WED(B)	2	9.30-10.00AM	9.30								2,230	2.6	1,980	2.3	8	1.1	MTUTHF
			9.45													1.3	MTUTHF
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,610	7.7	6,360	7.4	28	7.4	M-F	6,100	7.1	5,840	6.8	26	2.2	WED.
CBS NEWSBREAK-3.44		>	3.30	5,410	6.3	5,410	6.3	20	6.3	M-F	2,230	2.6	1,980	2.3	8	2.4	WED.
			3.45						6.1	M-F							
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,150	6.0	5,150	6.0	19	6.0	MWF	6,100	7.1	5,840	6.8	26	6.8	M-F
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45								5,500	6.4	5,500	6.4	21	6.2	M-F
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45													6.7	M-F
NBC TODAY SHOW SPCL 6AM(S)	2	6.00- 7.00AM	6.00								4,900	5.7	4,900	5.7	18	5.7	MWF
			6.15														
			6.30														
			6.45														
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,060	2.4	1,630	1.9	19	1.5	M-F	4,900	5.7	3,090	3.6	28	3.0	WED.
			6.45						2.1	M-F						3.2	WED.
NBC TODAY SHOW SPCL 7AM(SUS)	2	7.00- 7.30AM	7.00								2,150	2.5	1,460	1.7	18	3.8	WED.
																4.4	WED.
																1.4	MTUTHF
																2.0	MTUTHF
																	WED.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC TODAY SHOW SPCL 8AM(S)	2	8.00- 8.30AM	8.00 8.15									9,710	11.3	7,730	9.0	32	8.6 9.4	WED. WED.	
NBC TODAY SHOW SPCL 9AM(S)	2	9.00-10.00AM	9.00 9.15 9.30 9.45									11,340	13.2	7,040	8.2 8.5*	31 32*	8.6 8.4 8.0 7.8	WED. WED. WED. WED.	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	17	4.9	MWF									
NBC 1986 EMMY AWARDS DAYTIME(S)	1	3.00- 4.31PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30	12,460	14.5	7,560	8.8 7.6*	27 24*	7.3 7.9 8.6 9.0 10.0 10.2 9.1	THU. THU. THU. THU. THU. THU. THU.		4,300	5.0	4,300	5.0	17	5.0	MWF	
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	1,800	2.1	1,630	1.9	14	1.9			2,660	3.1	2,150	2.5	17	2.5		
ABC ABC FUN FIT-11:55AM	1	10.55-10.59AM	10.45	3,090	3.6	2,320	2.7	11	2.7										
	2	11.55-11.59AM	11.45																
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15									3,520	4.1	2,830	3.3	12	3.3		
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,980	5.8	4,470	5.2	19	5.2			4,900	5.7	4,380	5.1	18	5.1		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,640	5.4	4,040	4.7	17	4.7			3,520	4.1	3,180	3.7	14	3.7		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,440	4.0	3,260	3.8	14	3.8			3,610	4.2	3,180	3.7	13	3.7		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,150	2.5	2,060	2.4	18	2.4			3,260	3.8	3,090	3.6	24	3.6		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	2,490	2.9	2,410	2.8	17	2.8			3,260	3.8	3,010	3.5	20	3.5		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,330	6.2	5,150	6.0	23	6.0			5,330	6.2	5,240	6.1	24	6.1		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	5,410	6.3	5,330	6.2	23	6.2			4,900	5.7	4,810	5.6	20	5.6		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,380	5.1	4,300	5.0	18	5.0			4,040	4.7	3,870	4.5	17	4.5		
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.18PM	-GRID 1.15	4,470	5.2	4,040	4.7	17											
NBC NBC MAJOR LEAGUE BASEBALL	1	1.18- 4.07PM	-GRID 4.00	13,660	15.9	5,760	6.7 7.1*	23 24*	7.1										
NBC NBC MAJOR LEAGUE PRE GAME	2	3.03- 3.13PM	3.00									4,470	5.2	4,640	5.4	19	5.4		
DAY SUNDAY																			
ABC BRITISH OPEN-SUN.(S)	1	10.30- 1.46PM	-GRID 1.45	9,790	11.4	3,610	4.2 4.8*	16 16*	3.9										
CBS FOR OUR TIMES(SUS)		6.00- 6.30AM	6.00																
CBS TALLADEGA 500(S)	2	1.00- 4.42PM	-GRID 4.30									12,630	14.7	4,550	5.3 6.7*	16 20*	6.7		
CBS BUICK OPEN-SUN(S)	2	4.42- 6.05PM	-GRID 6.00									8,930	10.4	5,410	6.3	18	7.6		